



“What Are Our MWR Customers Telling Us?”



“What Are Our MWR Customers Telling Us?”



- **SAF V: Deployment & QOL / Well Being**
- **LNS & SAF V: MWR Programs**
- **LNS & SAF V: Sources of Information on MWR**
- **Future Research: LNS, SAF & SSMP**
- **MWR Research WEBSITE**



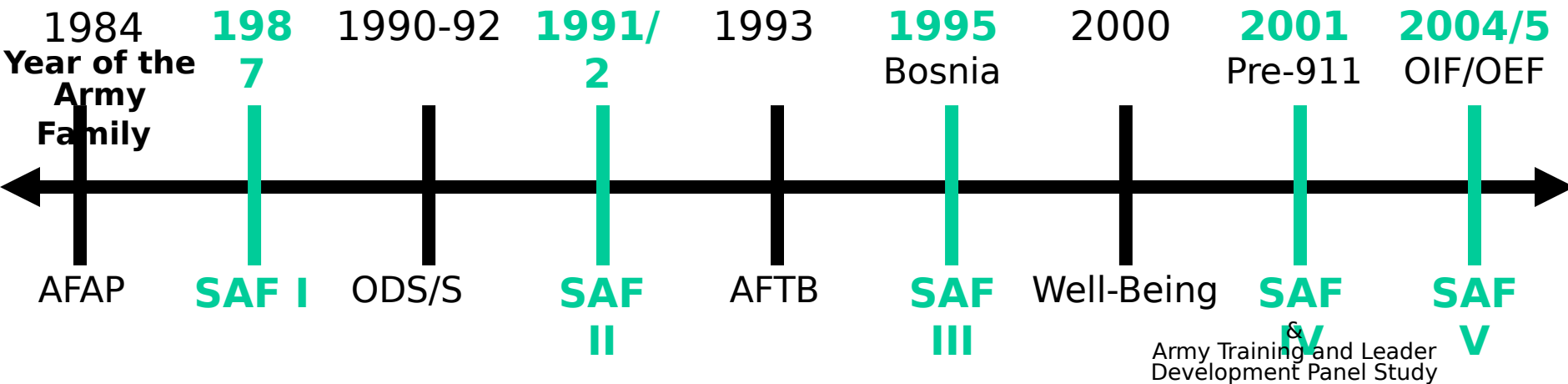
Deployment & QOL / Well Being



2004/5 Survey of Army Families V



Background, Methodology, Highlights



Methodology

- 43% response rate
- Usable responses from a total of 24,793 spouses of Active component Soldiers (8,988 officers and 15,805 enlisted)
 - 8,612 (spouses of currently deployed Soldiers (CD) (weighted = 38,132 spouses)
 - 7,566 spouses of Soldiers who have deployed and returned (DR) (weighted = 40,852 spouses)
 - 8,615 spouses of Soldiers who have not deployed (ND) (weighted = 139,551 spouses)
- Responses weighted to represent the Army population

Key Findings

- 70% of all spouses think their family has adjusted well to the demands of being an "Army family" (66% CD; 65% DR; 73% ND)
- 57% overall are satisfied with the Army as a way of life (50% CD; 50% DR; 61% ND)
- 70% overall "Got along" well while their Soldier spouses are away (no difference by deployment status)
- 82% overall are satisfied with their marriage, 10% are neutral, and 8% are dissatisfied.
- 79% overall have dependent children living with them and the Soldier. 43% of deployed Soldiers have children 2 years of age and younger. Deployed Soldiers are least likely to have adolescent children.



2004/5 Survey of Army Families V



Survey Topics

- 1. Your Housing and Family Relocation**
- 2. Family Separations and Deployments**
- 3. Your Spouse's Most Recent Deployment**
- 4. Post-Deployment**
- 5. The Army and You**
- 6. Your Background**
- 7. Your Children**
- 8. Your Paid and Volunteer Work**
- 9. Your Army Spouse's Background**
- 10. Health Care**
- 11. Army Services**
- 12. MWR Recreation Programs**
- 13. Other MWR Programs and Installation Services**
- 14. The Army Way of Life**



Coping with Spouse's Absence

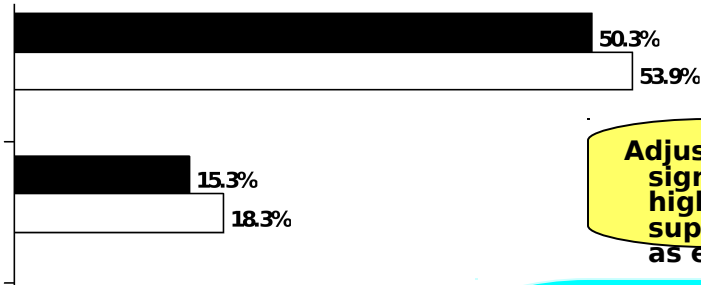
How well are you coping with your spouse's absence OR did you cope during your spouse's recent deployment?

Successful family adjustment is highly related to the quality of the marriage before and after the reunion (Orthner).

Very well/Well

Poorly/Very poorly

- Currently Deployed
- Deployed & Returned
- Not Deployed



Adjustment to a recent deployment is significantly higher among spouses with higher levels of perceived unit leader support, a helpful FRG, and AFTB rated as effective (Orthner)

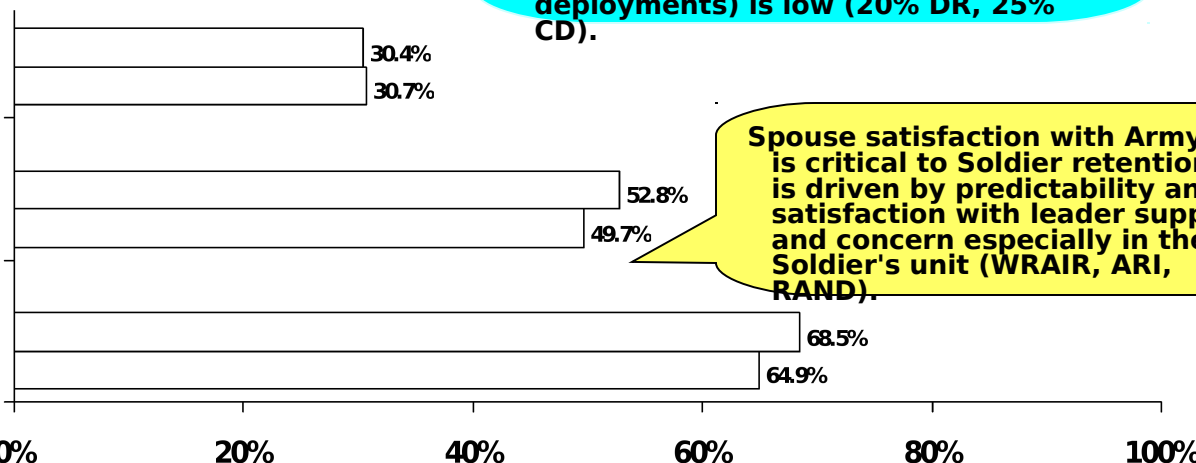
How much of a problem would you have coping if your spouse had to go away on an Army assignment, such as a redeployment, for ...

PERCENT VERY SERIOUS/SERIOUS PROBLEM

7 - 12 months

over a year

a mission overseas of undetermined length



- 2%-11% of spouses have a serious problem with deployments of less than 1 month up to 3-6 months
- Spouse satisfaction with information on unit rotation policies (length of deployments) is low (20% DR, 25% CD).

FRGs and RDCs have a crucial role in the communication link.

Spouse satisfaction with Army life is critical to Soldier retention. It is driven by predictability and satisfaction with leader support and concern especially in the Soldier's unit (WRAIR, ARI, RAND).

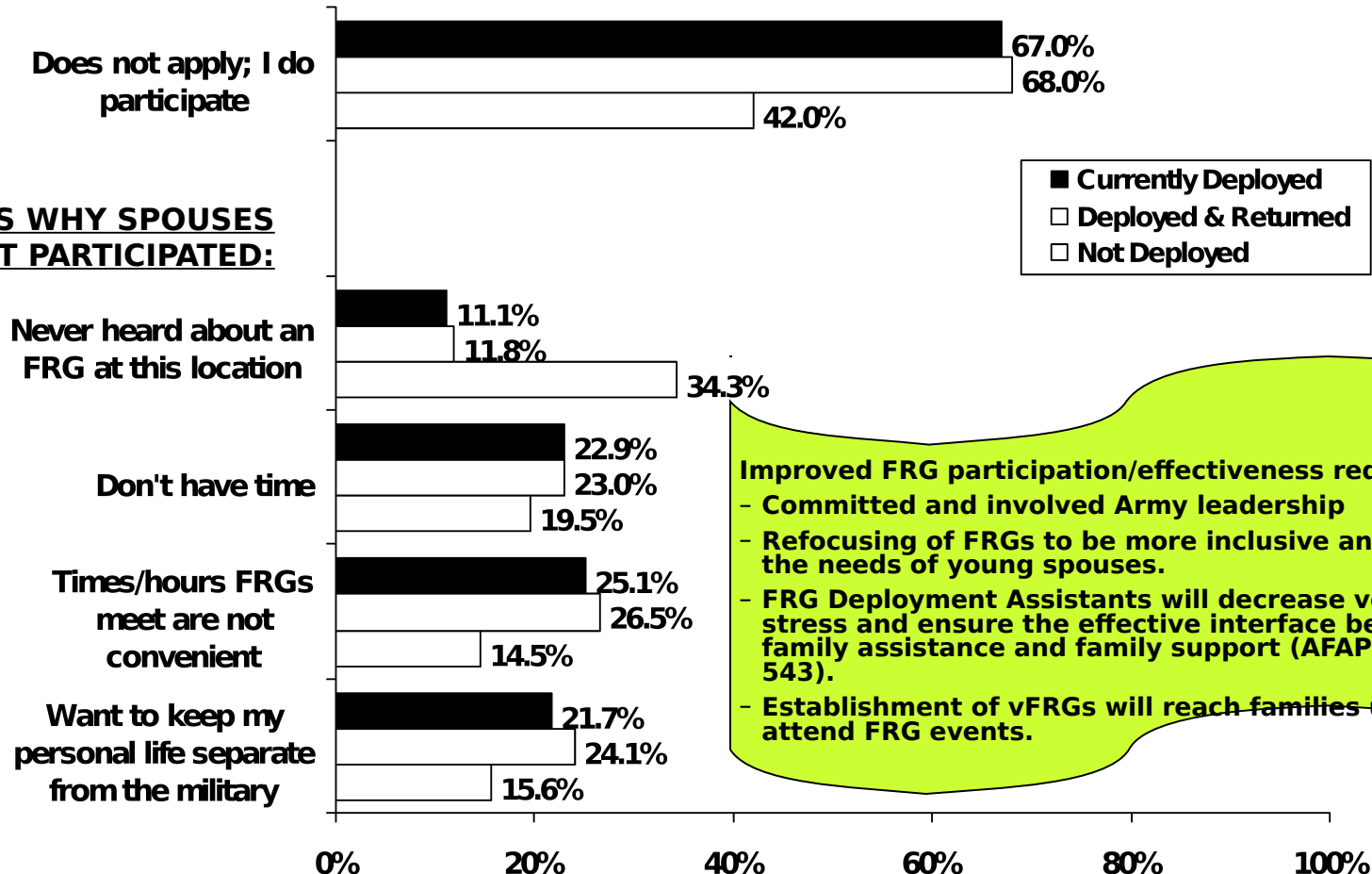
SE +/- 1%



During the last 12 months, why have you NOT participated in an FRG?

(All spouses)

REASONS WHY SPOUSES HAVE NOT PARTICIPATED:



SE +/-1%



Survey of Army Families V: Army Demands & Way of Life

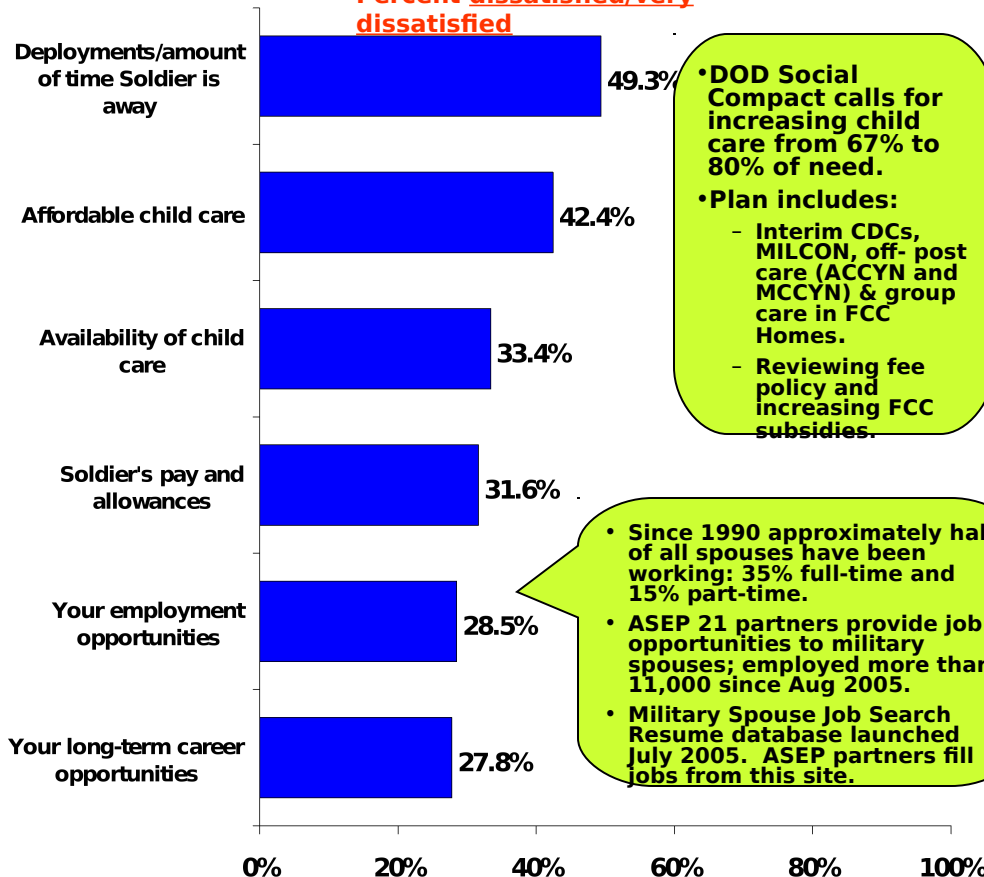


To what extent are you and your Soldier spouse satisfied or dissatisfied with each of the following aspects of Army life?

(All spouses)

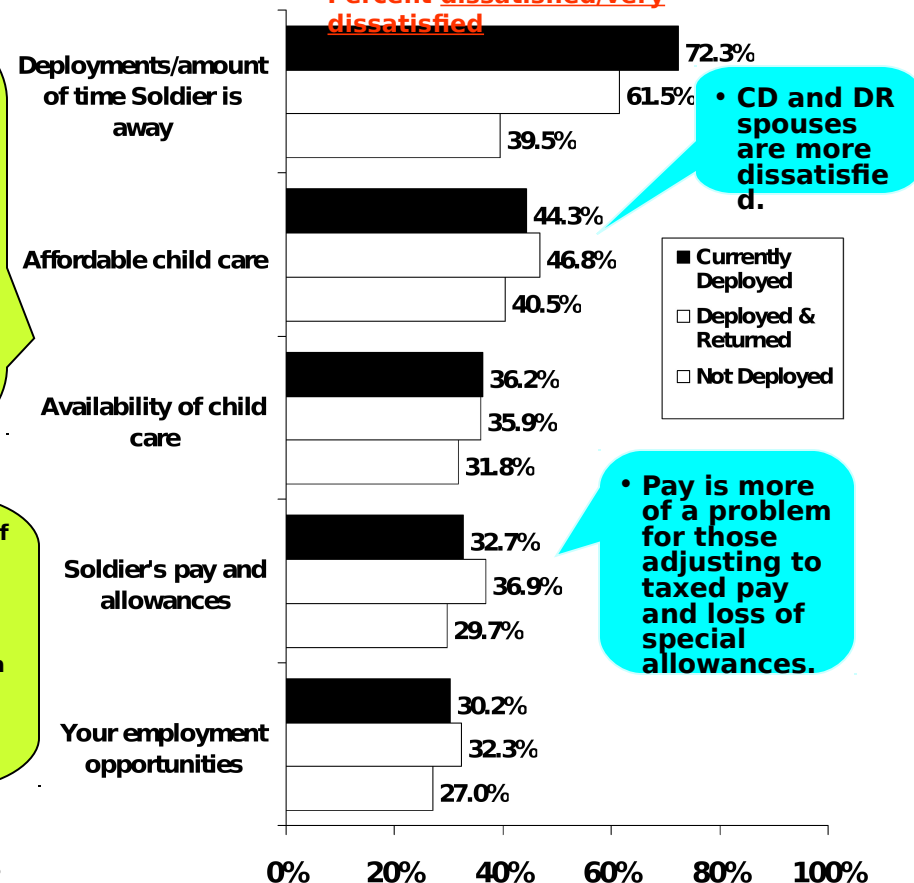
SAF V 2004/5 Combined

Percent dissatisfied/very dissatisfied



SAF V 2004/5

Percent dissatisfied/very dissatisfied



SE +/- 1%

SE +/- 1%

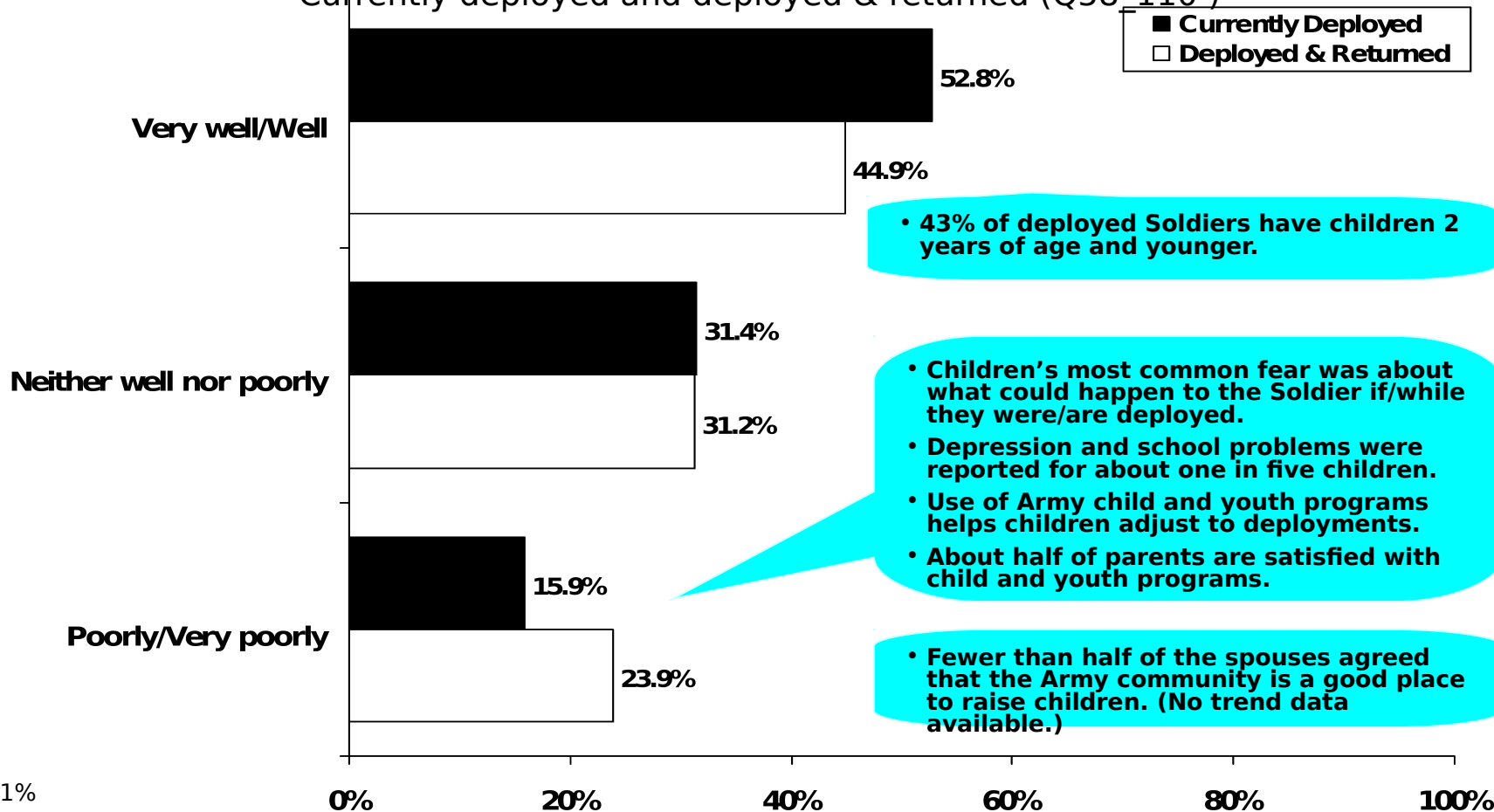


Survey of Army Families V: Deployment



In general, how well is your oldest dependent child coping OR how well did your oldest dependent child cope with your spouse being deployed and away from home?

Currently deployed and deployed & returned (Q58, 110)



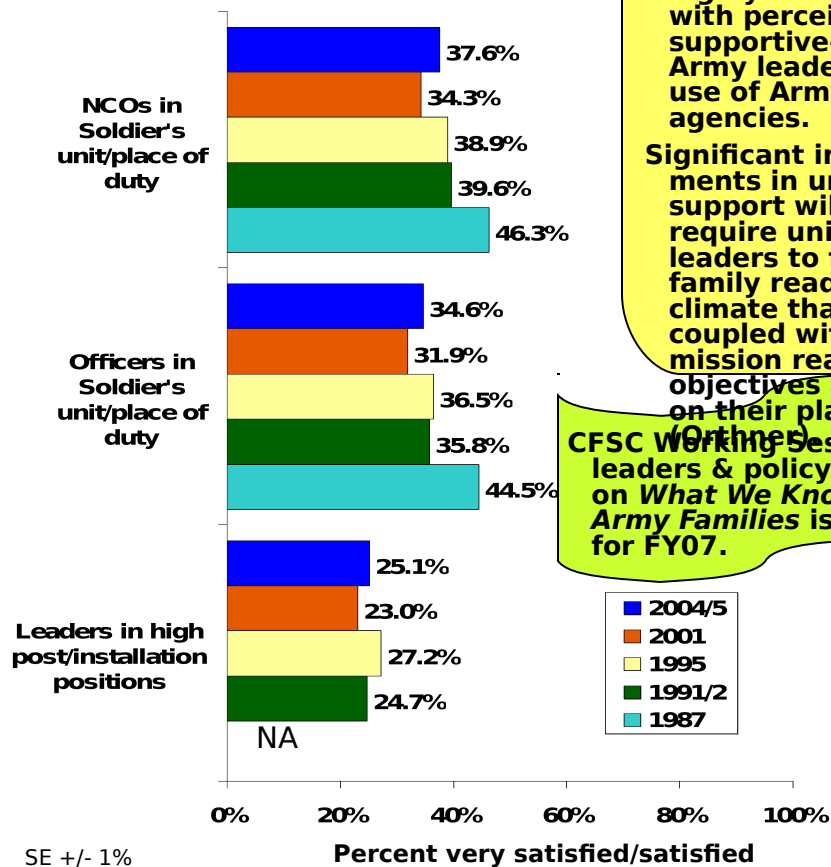


Survey of Army Families V: Army Leadership

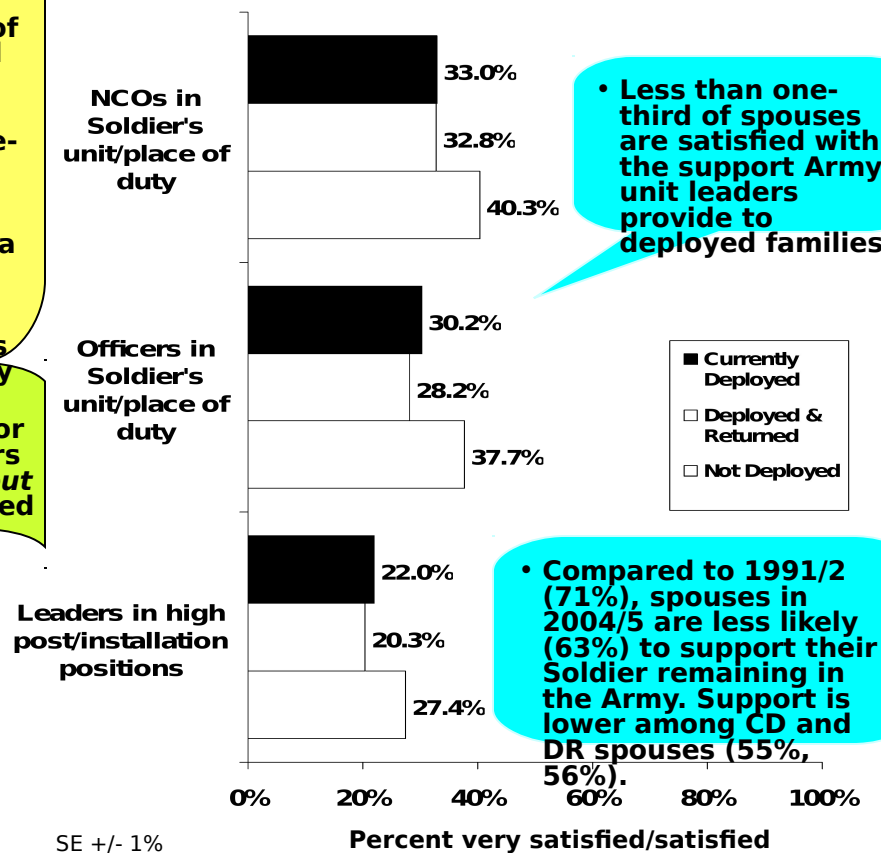


How satisfied are you with the support and concern the following Army leaders show for your family?

TREND DATA (Successful family adjustment is highly associated with perceived supportive-ness of Army leaders and use of Army agencies. Significant improvements in unit support will require unit leaders to foster a family readiness climate that is coupled with the mission readiness objectives already on their plates)



SAF V 2004/5



• Less than one-third of spouses are satisfied with the support Army unit leaders provide to deployed families.

• Compared to 1991/2 (71%), spouses in 2004/5 are less likely (63%) to support their Soldier remaining in the Army. Support is lower among CD and DR spouses (55%, 56%).

CFSC Working Session for leaders & policy makers on What We Know About Army Families is planned for FY07.



Recommended Actions to Improve Deployment and Separation Adjustments

- **Stress family readiness in leadership development courses at all levels; include successful strategies for engaging families and providing support to them.**
- **Maximize predictability by providing spouses accurate and timely information about unit duty schedules, mission, and family assistance, especially during periods of deployment separation.**
- **Sustain/increase child care support to include care for working families and respite care during deployment/ separation periods.**
- **Increase awareness, accessibility, and helpfulness of Army support agencies and programs.**
- **Promote opportunities for married couples to spend time together and strengthen their relationships.**
- **Build effective networks of spouses for support and combating loneliness/isolation.**



In-Depth Analyses to Date

Social Support Adjustment Among Army Civilian Spouses. Having fun and getting physically fit are the most common reasons for MWR participation. More frequent use of MWR is related to higher levels of positive spouse adjustment.

Deployment and Separation Adjustment Among Army Civilian Spouses. Successful adjustment is highly associated with perceived supportiveness of Army leaders and use of Army agencies.

Adjustment of Army Children to Deployment Separations. About half of Army children cope well with deployments.

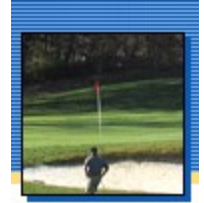
Reunion Adjustment among Army Civilian Spouses with Returned Soldiers. Support for families from unit leaders and support programs during deployment is rated as weak to poor.

Army Support Programs and Civilian Spouse Deployment Adjustments. Health care is the most widely used service during deployment (79%) followed by recreation (42%), CDS (29%), ACS (23%) and Chaplains and FAC (17%).



LNS & SAF V

MWR Programs



U.S. Army 2005 MWR Leisure Needs Survey Army-wide Results

**Briefing Presented to Army MWR Professionals
MWR Conference 2006 - Louisville, Kentucky**

14 August 06

METHODOLOGY

2005 LNS Army Results

▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)



▮ SURVEY ADMINISTRATION

- Percent completing survey via the Web by patron group and for all respondents:
 - Active Duty Soldiers: 34%
 - Spouses of Active Duty Soldiers: 40%
 - DA Civilians: 48%
 - Retirees: 27%
 - All Respondents: 37%

METHODOLOGY

2005 LNS Army Results

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±0.43%
Active Duty	517,725	78,222	17,598	22.50%	±0.73%
Spouses of Active Duty	167,662	55,368	7,275	13.14%	±1.12%
Civilian Employees	300,644	63,883	13,393	20.96%	±0.83%
Retirees	226,209	52,082	12,385	23.78%	±0.86%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

MWR PROGRAMS & FACILITIES: HIGHEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

2005 LNS Army Results

MOST FREQUENTLY USED FACILITIES

	<u>'05</u>	<u>'00</u>
<u>'96/98***</u>		
Fitness Center/Gymnasium	51%	46%
35%		
Library	37%	31%
35%		
Bowling Food & Beverage	34%	24%
27%		
Bowling Center	34%	25%

* ITR/Commercial Travel not in Top 5 Most Frequently used facility in 2005 Wash.

21% Patron Group for 'Spouse of Active Duty' not included in 2000 survey.

27% ITR/Commercial Travel * 24% 25%
** Golf Course & Golf Course Pro Shop were combined in 2000 & 1996/1998 survey.

*** 71 Army installations surveyed in 1996 and 16 USAREUR installations surveyed in 1998. Satisfaction w/facilities not surveyed.

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

	<u>'05</u>	<u>'00</u>
<u>'96/98***</u>		
ITR - Commercial Travel Agency	4.27	3.88
N/A		
Library	4.24	3.88
N/A		
Fitness Center/Gymnasium	4.23	3.99

FACILITIES WITH HIGHEST QUALITY RATINGS**

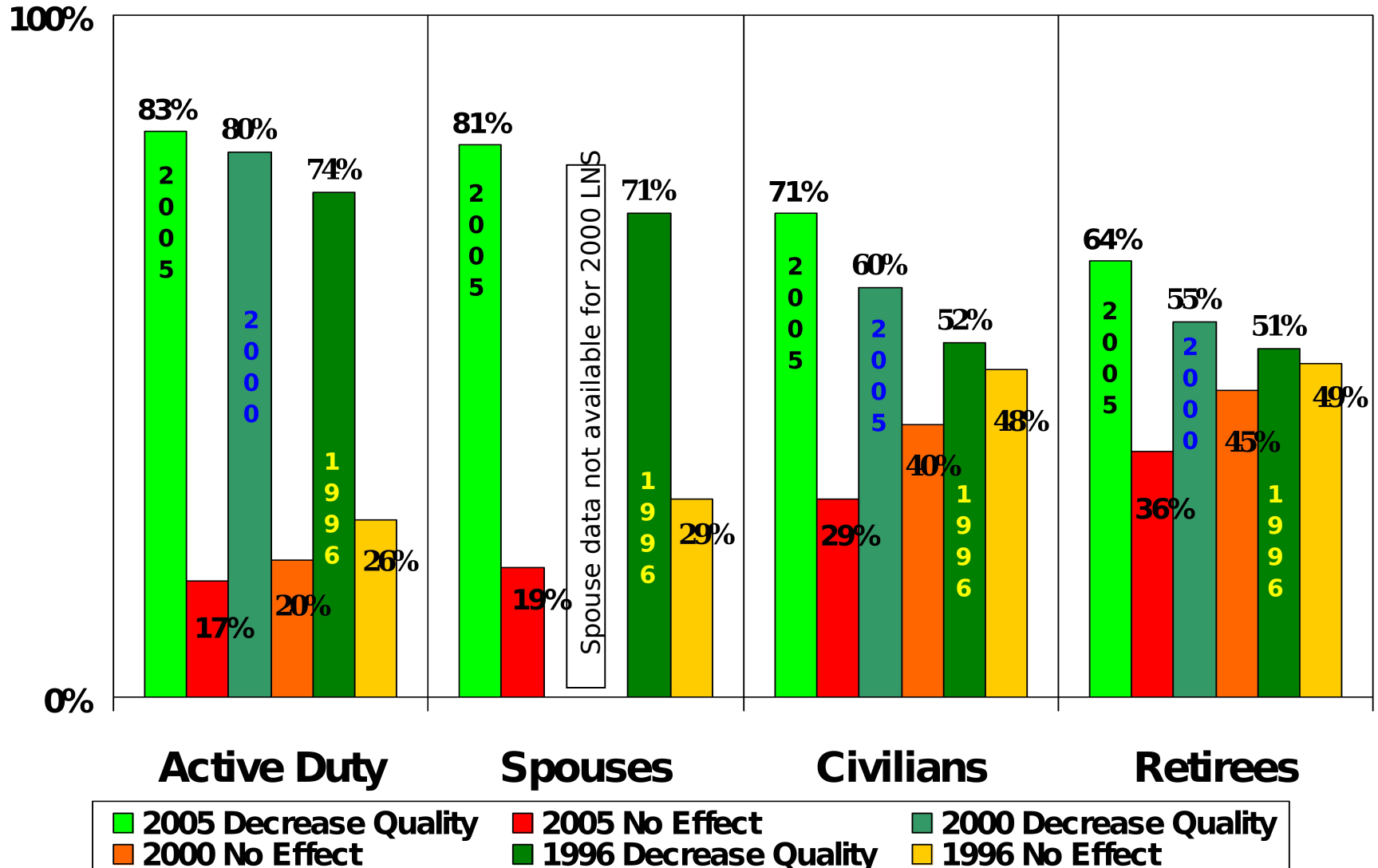
	<u>'05</u>	<u>'00</u>
<u>'96/98***</u>		
Library	4.13	3.93
	4.01	
ITR - Commercial Travel Agency	4.12	3.89
	3.85	
Golf Course**	4.11	3.86
	3.87	
Golf Course Pro Shop**	4.09	3.86
	3.89	
Bowling Center	4.06	3.83

*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

**Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

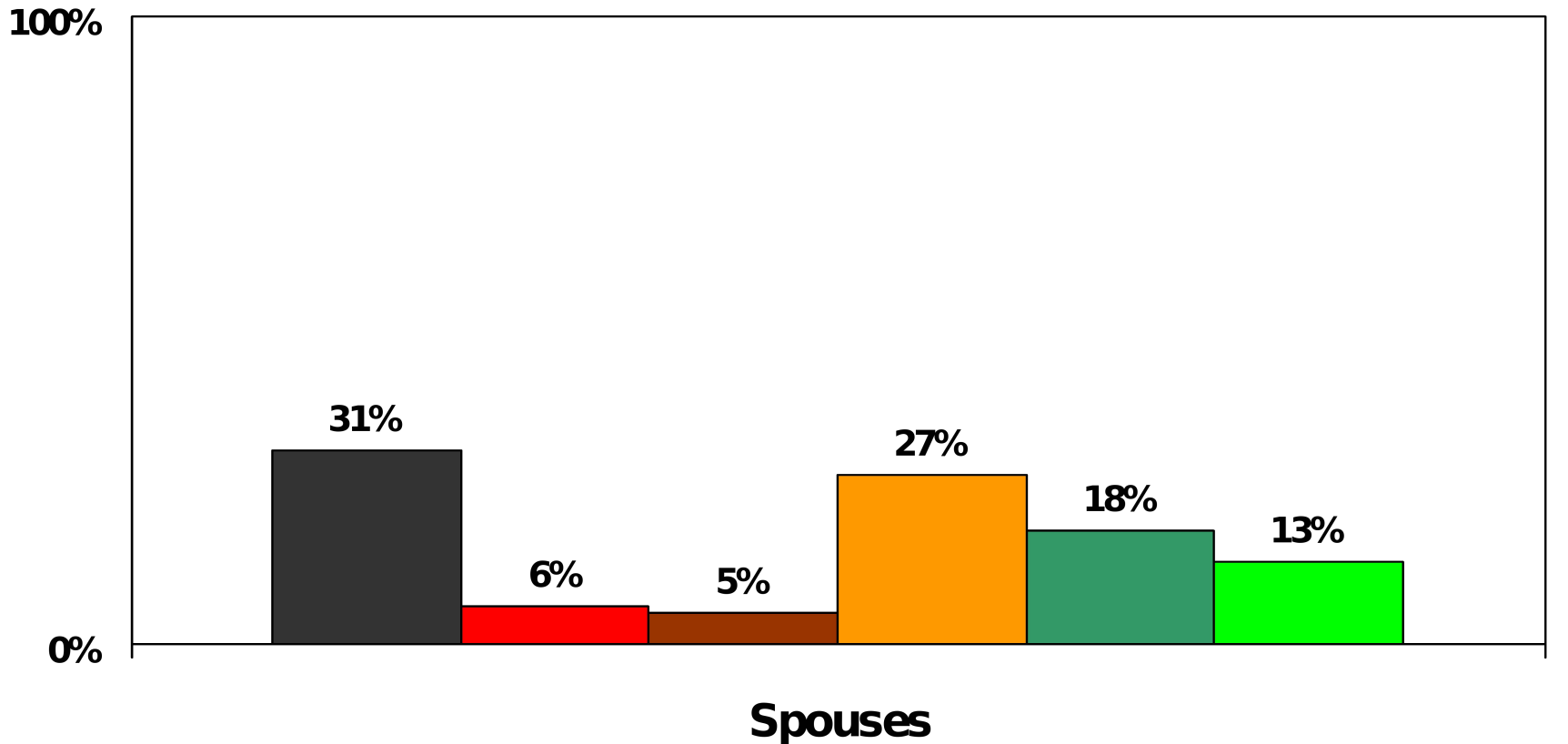
MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

2005 LNS Army Results



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

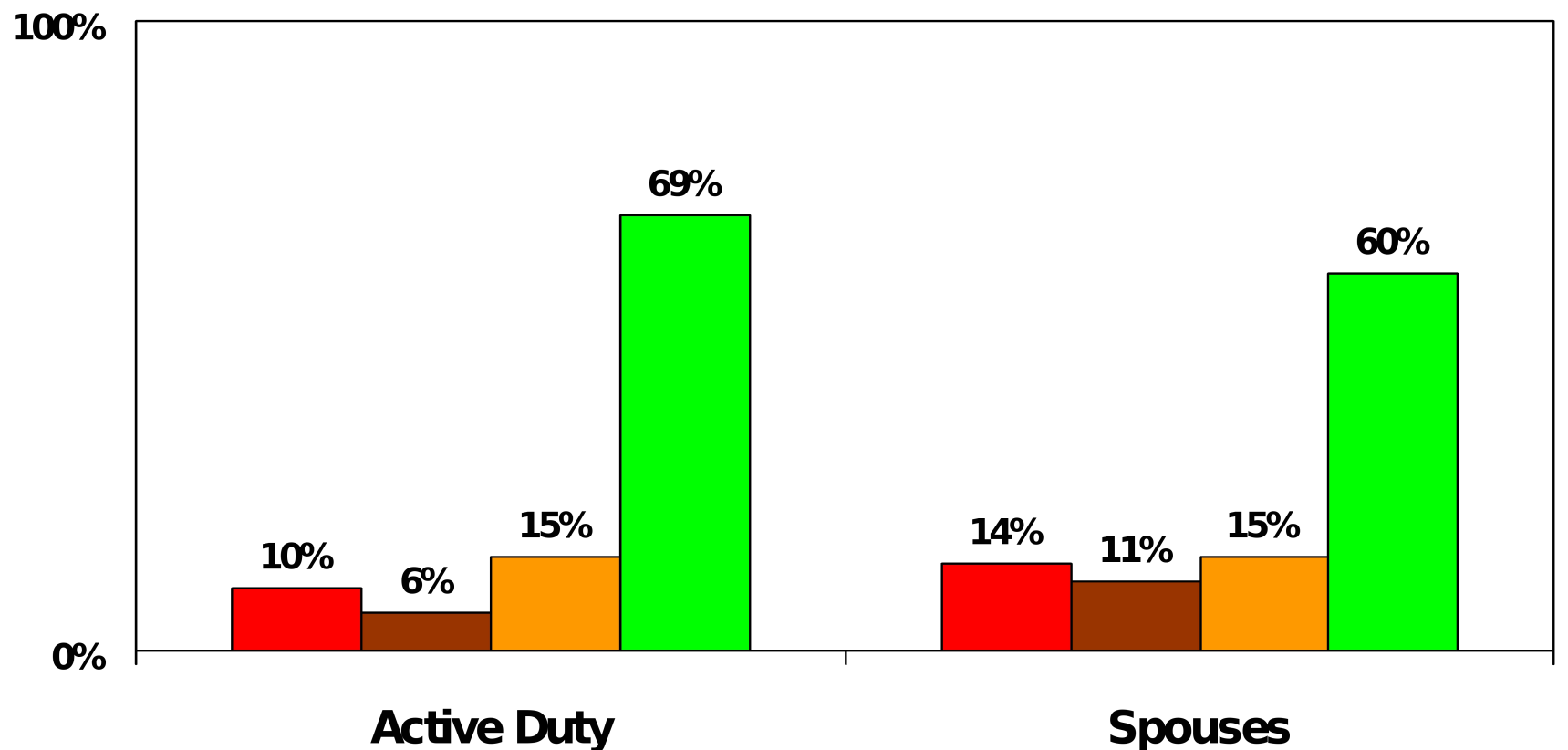
2005 LNS Army Results



■ Did Not Use ■ Much Less ■ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR PROGRAMS AND SERVICES DURING DEPLOYMENT

2005 LNS Army Results



■ Not Important ■ Slightly Important ■ Moderately Important ■ Important / Very Important

MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

2005 LNS Army Results

Top 7 Activities/Programs

	'05	'00
'96/98		
Fitness Center/Gymnasium	75%	70%
46%		
Army Lodging	67%	61%
N/A		
Library	58%	59%
52%		
Child Development Center	53%	53%
38%		
Youth Center	47%	48%
39%		
Swimming Pool	43%	41%

*** Golf Course, Pro Shop & Snack Bar counted as one variable in '96/98 survey.

** Golf Course & Pro Shop counted as one variable in '00 survey.

* Bowling Center, Pro Shop & Snack Bar counted as one variable in '96/98 survey.

Items in Blue were also important in the

This is a perception question regarding what programs are important for the Army to provide regardless of use. (ie. Retirees probably don't use the Child Development Center however they consider it important.)

**** Many of the programs that are considered least important are programs that subsidize some of the most important programs.

	'05	'00
'96/98		
Golf Course	41%	47%**
36%***		
Arts & Crafts Center	44%	44%
25%		
Car Wash	45%	51%
N/A		
Golf Course Food & Beverage	46%	51%
36%***		
Bowling Pro Shop	51%	50%
20%*		
Golf Course Pro Shop	55%	47%**
36%***		
RV Park	68%	N/A
N/A		

Bottom 7 Activities/Programs****



Needs Assessment

* Excludes ACS

Survey of Army Families V (Spring 2005)		
Importance		
Use		
Fitness Facilities	1	58 %
Library & Info Svcs	2	55 %
Child Dev Services	3	19 %
CYS Liaison, Education & Outreach	4	24 %
Swimming Pools	5	46 %

Sample Survey of Military Personnel (Spring 2005)		
Importance		
Use		
Fitness Center	1	78 %
Gyms & Fields	2	69 %
Libraries	3	56 %
Child Dev Svcs	4	18 %
Auto Skills	5	37 %

Leisure Needs Survey (Spring 2005)		
Importance		
Use		
Fitness Ctr/Gym	1	51 %
Library	2	37 %
Child Dev Ctr	3	9 %
Youth Center	4	9 %
Athletic Fields	5	25 %

Survey for Spouses

Survey for Soldiers

Survey for Soldiers, Spouses, Retirees & Civilians



LNS & SAF V

Sources of Information on MWR

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

2005 LNS Army Results

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	19%	16%	24%	11%	19%
E-mail	29%	20%	55%	14%	33%
Friends and neighbors	32%	40%	28%	26%	31%
Family Readiness Groups (FRGs)	11%	23%	3%	2%	10%
Bulletin boards on post	39%	28%	35%	24%	34%
Post newspaper	38%	53%	49%	48%	45%
MWR publications	28%	26%	39%	27%	31%
Radio	13%	5%	13%	9%	10%
Television	14%	8%	11%	8%	11%
My child(ren) let(s) me know	4%	6%	3%	1%	3%
Other unit members or co-workers	30%	14%	28%	10%	24%
Unit or post commander or supervisor	21%	6%	8%	3%	12%
Marquees/billboards	17%	19%	21%	15%	18%
Flyers	35%	29%	41%	29%	35%
Other	7%	10%	6%	12%	8%
I never hear anything	11%	11%	4%	17%	9%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION FOR SPOUSES*

2005 LNS Army Results

WHERE DO YOU GET INFORMATION?	LNS 1996/98	SAF IV 2001	SAF V*** 2004	LNS 2005
Internet	n/a	7	14	16
E-mail	3	7	16	20
Friends and neighbors	38	65	53	40
Family Readiness Groups (FRGs)	n/a	15	17	23
Bulletin boards on post	23	31	26	28
Post newspaper	45	58	51	53
MWR publications	13**	18	18	26
Television / Radio	13.5	6	11	12
My child(ren) let(s) me know	6	10	13	6
Other unit members or co-workers	17	n/a	n/a	14
Unit or post commander or supervisor	7	8	7	6
Marquees/billboards	11	14	12	19
Flyers	23	26	21	29
Other	n/a	10	10	10
I never hear anything	18	n/a	n/a	11
Welcome Packets	n/a	19	12	n/a

*Spouses of Active Duty Soldiers (E1-E4, E5-E6, E7-E9, O1-O3, O4-O6, Warrant)

**MWR Newsletter in 1996/98 LNS.

***Spouse of Active Duty Soldiers "Not Deployed"

The Top 5 sources of MWR information are shaded for SAF IV & V and 1996/98 & 2005 LNS datasets.

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION FOR ACTIVE DUTY SOLDIERS*

2005 LNS Army Results

WHERE DO YOU GET INFORMATION?	LNS 1996/98	LNS 2000	LNS 2005
Internet	n/a	3	19
E-mail	6	18	29
Friends and neighbors	39	41	32
Family Readiness Groups (FRGs)	n/a	n/a	11
Bulletin boards on post	35	45	39
Post newspaper	34	42	38
MWR publications	9**	22	28
Radio	16	13	13
Television	11	15	14
My child(ren) let(s) me know	3	5	4
Other unit members or co-workers	29	32	30
Unit or post commander or supervisor	11	19	21
Marquees/billboards	11	17	17
Flyers	27	36	35
Other	n/a	5	7
I never hear anything	14	12	11

*Active Duty Soldiers (E1-E4, E5-E6, E7-E9, O1-O3, O4-O6, Warrant)

**MWR Newsletter in 1996/98 LNS.

The Top 5 sources of MWR information are shaded for 1996/98, 2000 and 2005 LNS datasets.



Future Research

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

2005 LNS Army Results

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will make military a career	38%
Probably will make military a career	16%
Undecided	22%
Probably will not make military a career	9%
Definitely will not make military a career	15%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
Yes	70%
Not Sure	19%
No	10%

2004/2005 SURVEY OF ARMY FAMILIES SURVEY RESULTS (SAF V): SPOUSES OF ACTIVE DUTY

At the present time, what would <u>you</u> like <u>your spouse's</u> Army career plans to be?	DEPLOYED	DEPLOYED & RETURNED	NOT DEPLOYED	AGGREGATE TOTAL
To stay in the Army until retirement	57.7%	60.2%	69.2%	65.6%
To stay in the Army beyond his/her present obligation, but not necessarily to retirement	14.3%	14.2%	12.2%	12.9%
To leave the Army <u>upon completion</u> of his/her present obligation	23.9%	21.0%	15.4%	17.9%
To leave the Army <u>before completion</u> of his/her present obligation	4.2%	4.0%	3.2%	3.5%

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

2005 LNS Army Results

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services (Respondents who answered having children <18 yrs old living in home or periodically residing (e.g., weekends, summer vacation))	83%	85%
MWR Programs and Services	77%	83%
Army Community Service	56%	57%
Better Opportunities for Single Soldiers (Response limited to Active Duty Single Soldiers)	52%	N/A

* Positive = moderate, great or very great extent



Further Analyses

Additional data mining underway to better inform program, marketing, strategic planning decision making include:

- Focus groups to better understand SAF V findings on FRGs
- In-depth analyses of SAF V data on FRGs
- In-depth analyses of SAF, LNS and SSMP MWR Program data to better understand/establish by demographic breakout:
 - Profiles of MWR users
 - Perceived importance of MWR programs
 - Sources of information used to obtain information about MWR programs/activities
 - MWR program links to Soldier and family readiness, retention, organizational commitment.

• Update of report on *What We Know about Army Families* (late calendar 06 early 07)



MWR Research WEBSITE



MWR Research Results are
available at:

<http://www.Research.armyMWR.org>

or

http://www.armymwr.org/home/Show_file.asp?fileID=523